

I CLAIM:

1. A strategic business method for financial institutions, comprising:  
establishing a strategic metric;  
setting measurable goals using the established strategic metric;  
communicating the goals effectively; and  
measuring and reporting progress in reaching the goals.
2. A strategic business tool for financial institutions, comprising:  
structure for establishing a strategic metric;  
structure for setting measurable goals using the established strategic metric;  
structure for communicating the goals effectively; and  
structure for measuring and reporting progress in reaching the goals.